

Volvo reveals S90 'ambience' concept

Volvo has unveiled the 'ambience' concept; an idea that focuses on the sensory experience of chauffeured passengers in the car manufacturer's Excellence three-seater executive sedan.



The Passengers can personalise the car's atmosphere by using the smartphone app to choose one of seven visual themes synchronised with audio and scent.

The visual element transforms the car ceiling according to the selected theme - including Northern Lights, Scandinavian Forest, Swan Lake, Archipelago and Rain - each providing a different mood scaling from relaxing to invigorating. There is also a Nocturnal theme for resting and a Freedom theme for uplifting energy.

The synchronised audio plays through the car's Bowers and Wilkins sound system, which includes small tweeters in the headrest. Each theme is matched with one of four bespoke scents, created by Byredo, which deploys simultaneously from a portal in the centre console.



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Ilse van den Berg 19 Apr 2018



Head of design at Volvo Cars, Robin Page, says: "The 'ambience' concept explores how people feel inside the car and enables them to influence their own mood and well-being."

While the S90 'ambience' is launching as a concept, Volvo Cars has the ambition to make it available in S90 Excellence production cars, to enhance its Excellence offer, especially in China.

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